

## INTERNATIONAL SELLING

byPublicDemand – Manchester UK

### THE CHALLENGE

To expand a very successful enterprise seller in the UK with overseas presence in market places. As the leader in their field within the UK market place and in particular eBay & Amazon, ByPublicDemand had only one thing at the forefront when kicking this CBT project off with E-Motive, and that was GMV.

The business is the largest independent UK footwear retailer on eBay and given their huge domestic success, breadth and depth of range with footwear which has been identified for supply into all EU markets, they expect quick results and GMV to be significant early on post Live To Site.

Leadership within ByPublicDemand had experienced translation elsewhere previously, and felt that this product vertical in particular required the need for complete reconstruction of the Title, Subtitle, Item Specifics and the description in order to ensure optimisation for each and every different EU region they will launch inventory. They had already experienced that the item specifics in this category were vastly different from territory to territory and as such would only work with a partner who would completely reconstruct the inventory over an initial 3000 product lines in collaboration.

Additionally ByPublicDemand also had on their wish list a requirement to scale internationally on their own website and other market places such as Tradera and Rakuten.

Key to this project was the need to deliver quick results and to scale the seller with a level of GMV that met their aspirations, this meant working from the ground up with each and every listing optimisation, and to short timescales.

Wanting to launch simultaneously in four new international territories at once, FR.IT.ES & .DE

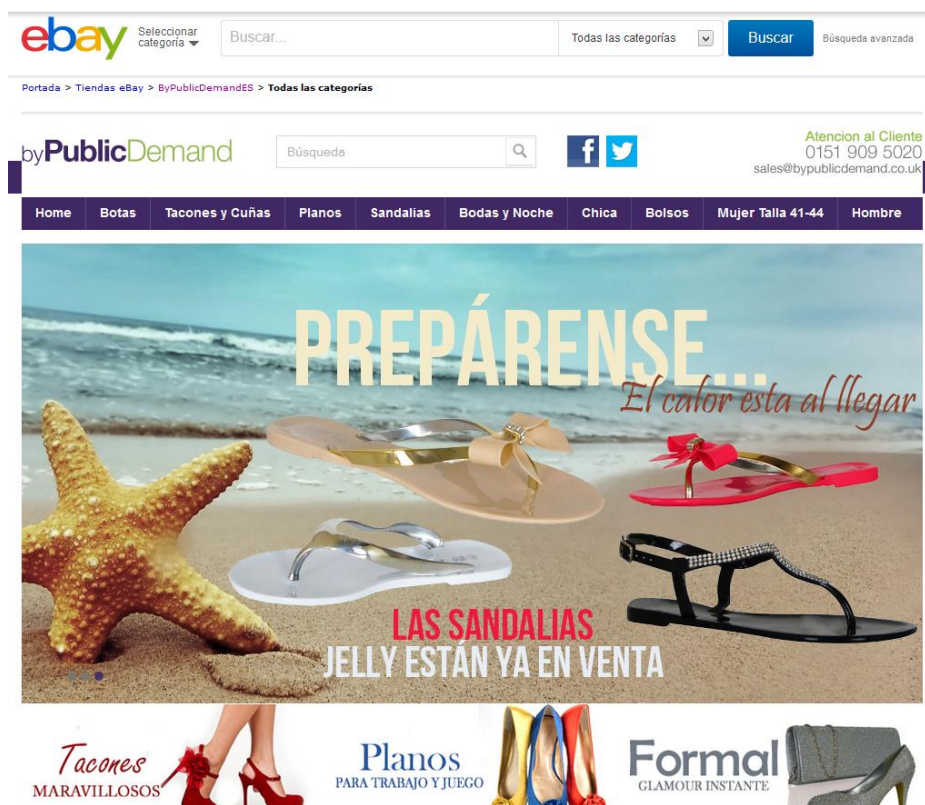
### WHAT E-Motive DELIVERED

With each listing translation we took the UK content and broke this right down by item specific for each EU region, ensuring the team worked very closely to build new listings with promotional mechanics that would work well in each of the countries.

We delivered listings that from LTS will deliver the right interpretation and optimisation for this inventory taking into account colour ways, sizes and interpretation of shoe name.

A challenging and demanding project driven hard by the stakeholders within ByPublicDemand we have managed to establish the following for their business:

- Fully optimised listings built from scratch for the local market
- Great insight and awareness to the item specifics of this vertical, different in every market
- Detailed analysis on trends and seasonality / fast movers in FR.IT.ES. +DE
- Point to Point contact across the organisation
- Demonstrated we understood this product vertical with team champions
- Demonstrated experience of working with each EU platform nuances



This business is a mature and expertly ran organisation within its vertical field. Their experience in market places and on eBay stems many years, back to 2005. As such, and working directly with the business owners on this project, it was a demanding environment.

Due to the experience we have gained working with this team, and the results we have seen, we will start to look at next phases in due course which include, further international scale into markets not yet embraced, and drill down into new products which may be sourced specifically for the new territories ByPublicDemand will now be selling into on eBay.

## HEADLINES

EU Legislation complied with across all regions for this inventory

Expertise used to maximise profit in each region through competitor and market place analysis, working with seller

Warehousing and Fulfilment provided from UK base

Deployment time – Test listing environment 2/3 weeks

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## CONTACT E-MOTIVE

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